

INTERNET,
INTRANET
OR NETWORK

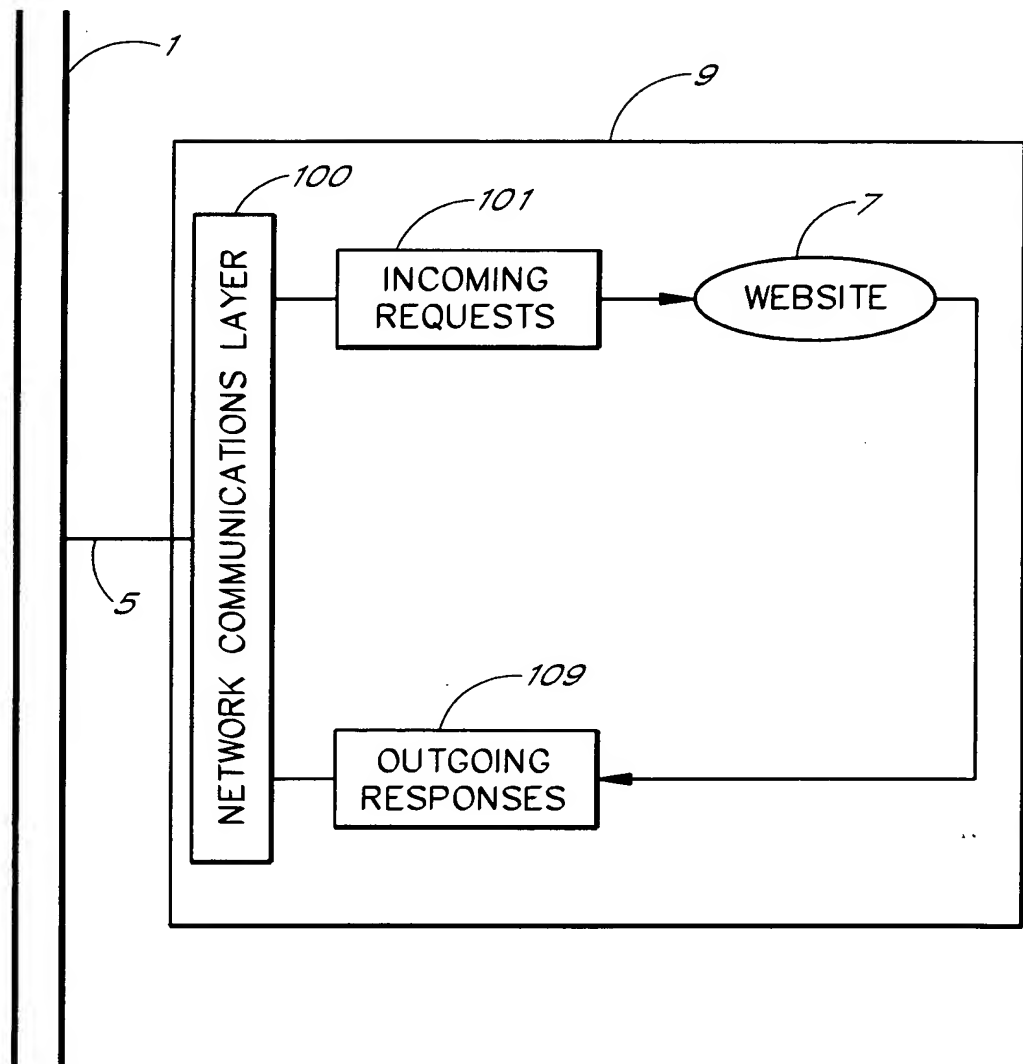


FIG. 1

SYSTEMS AND METHODS FOR MANAGING AND PROMOTING
NETWORK CONTENT

Harry L. Tarnoff

Appl No: 10/555,531 Atty Docket: ZOUSA.001A2

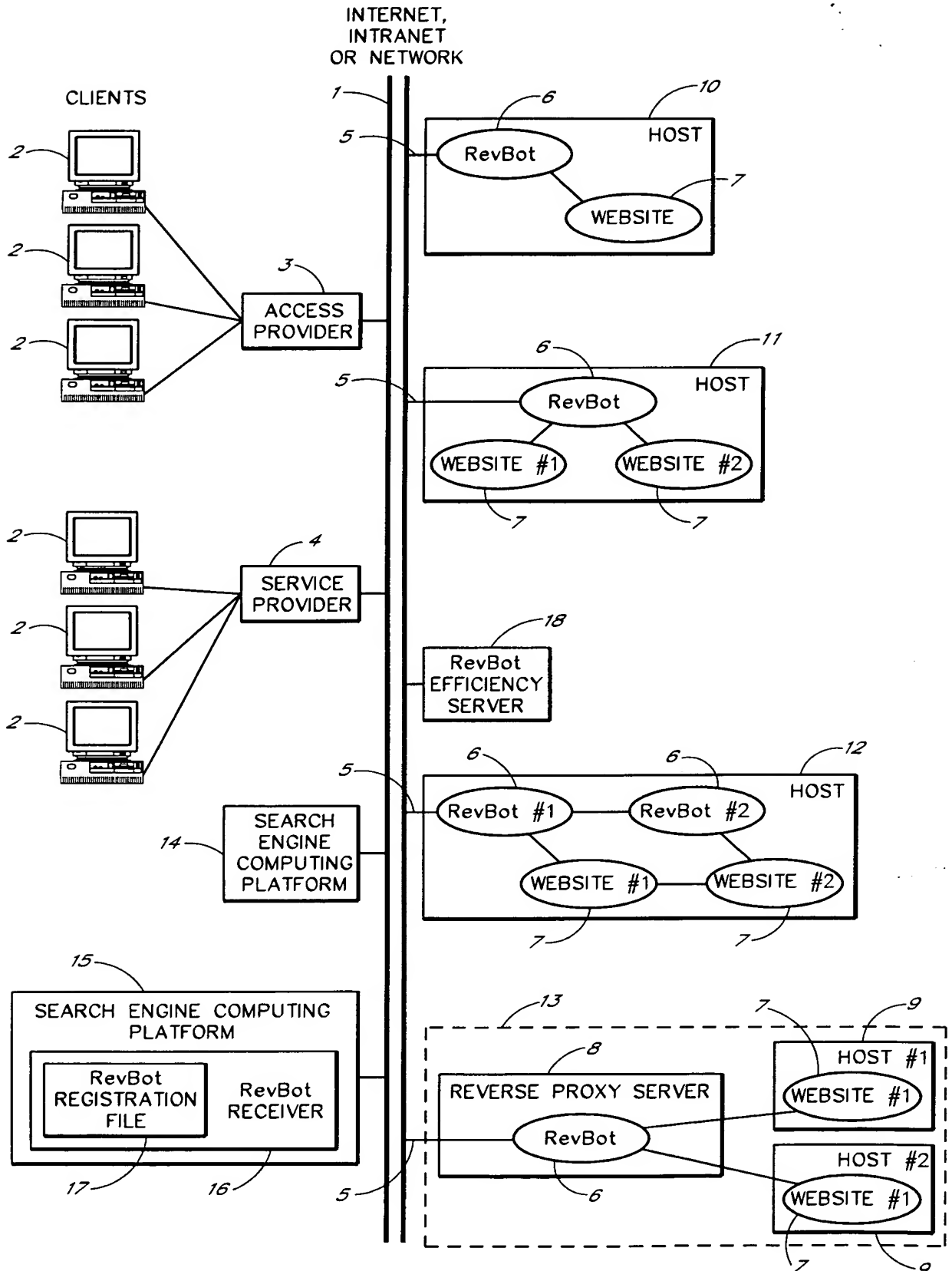


FIG. 2

INTERNET,
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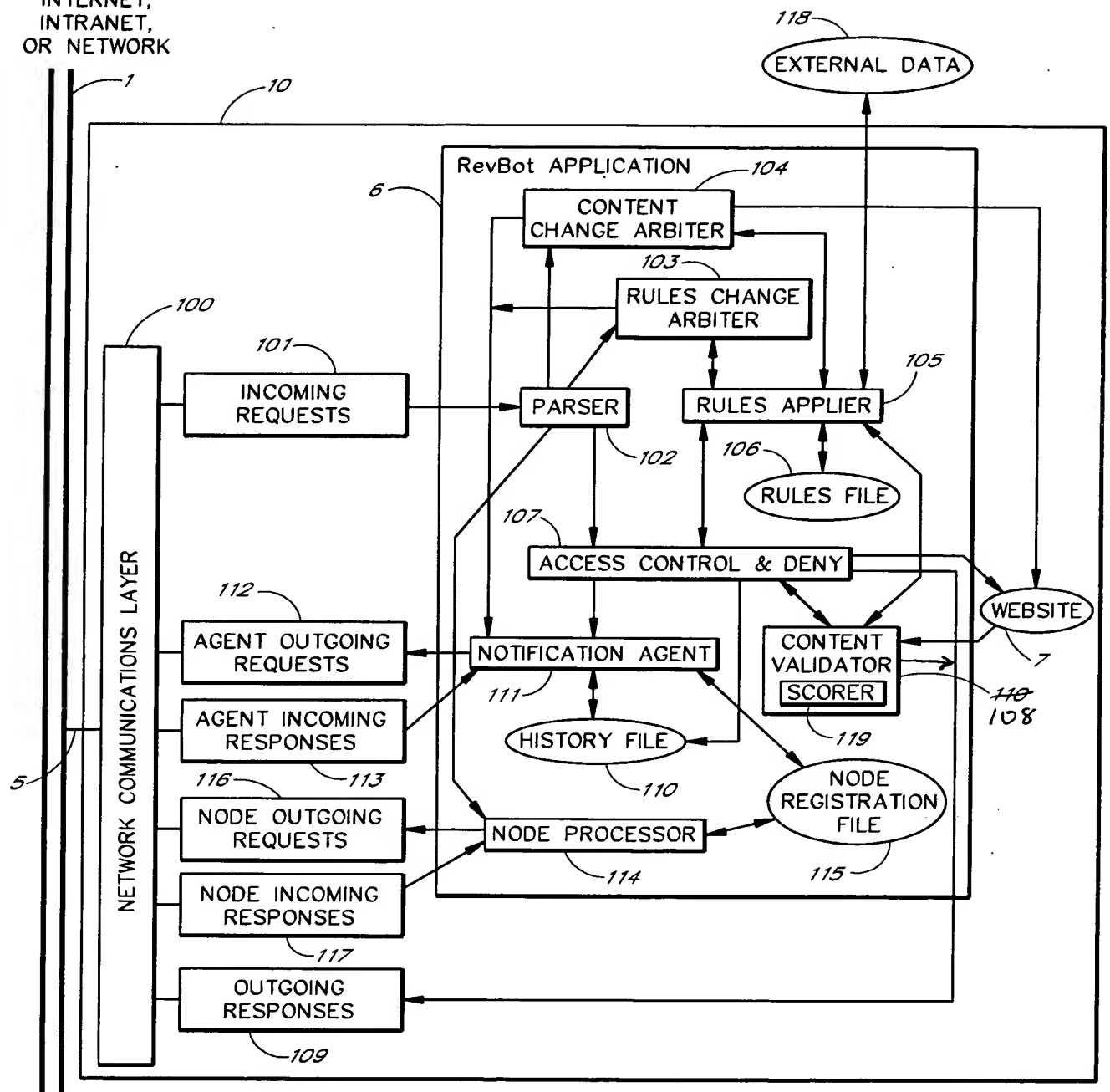
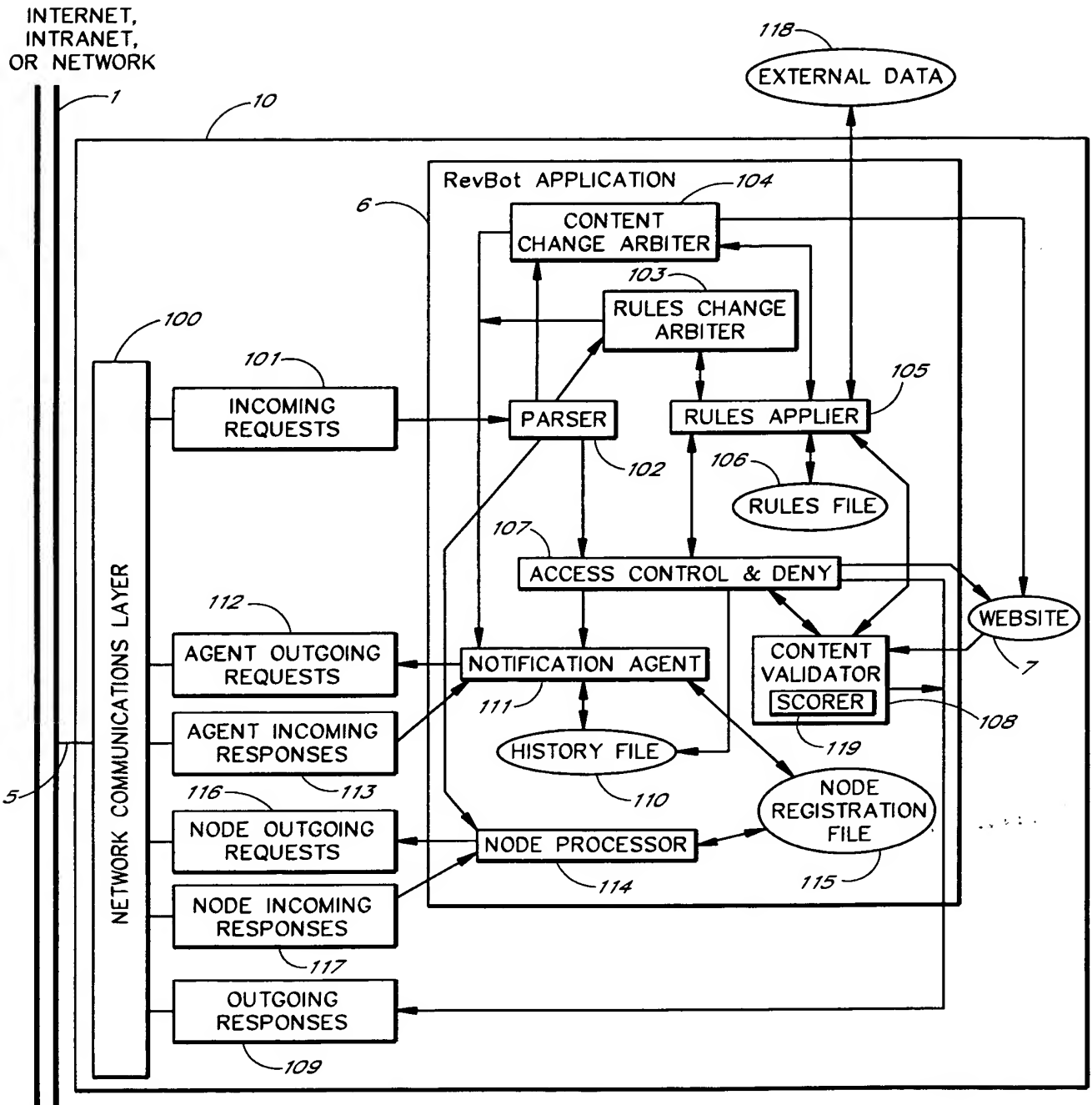


FIG. 3

SYSTEMS AND METHODS FOR MANAGING AND PROMOTING
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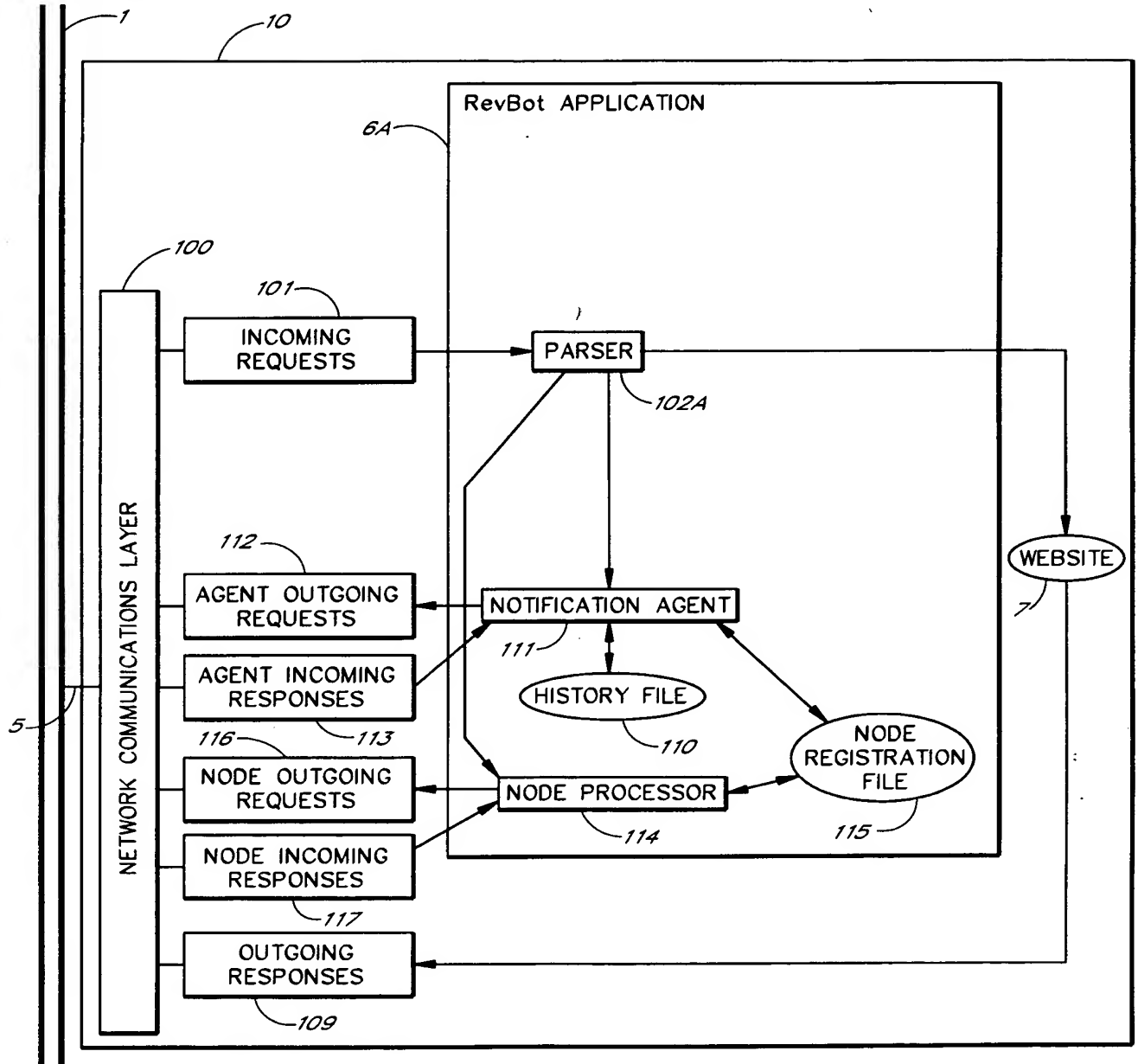


FIG. 4

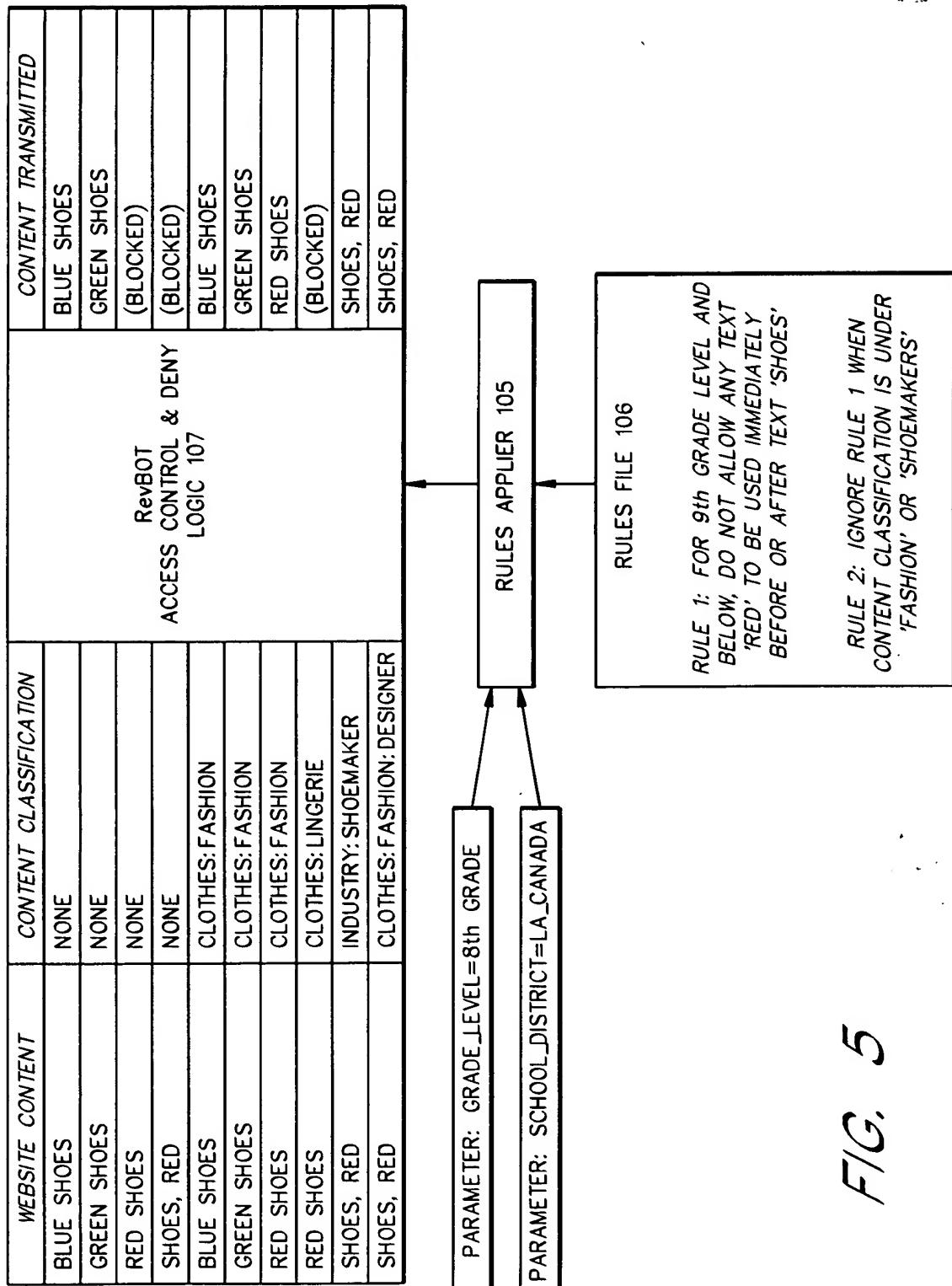


FIG. 5

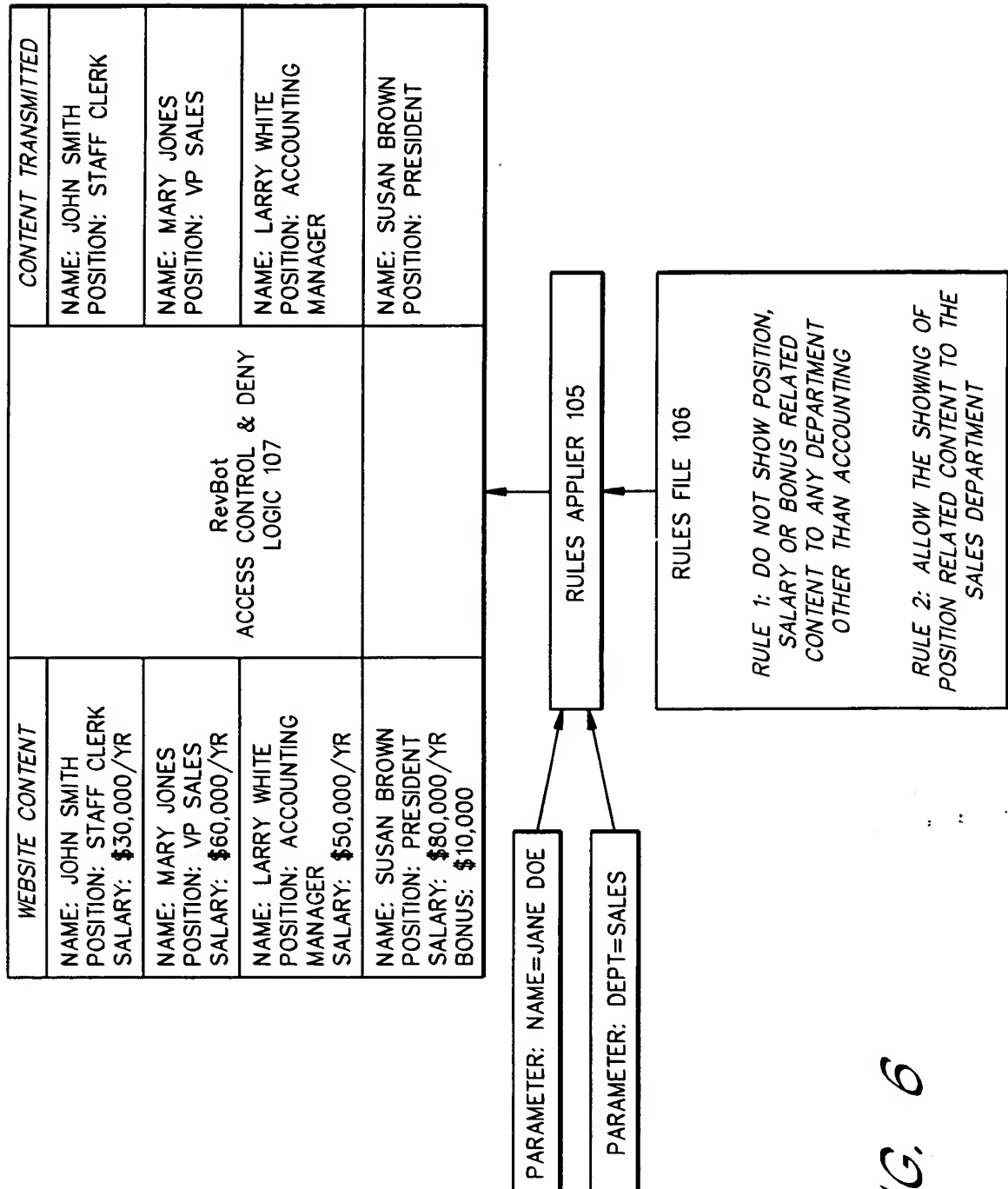


FIG. 6

WEBSITE CONTENT	LINKS	RevBot ACCESS CONTROL & DENY LOGIC 107 AND CONTENT VALIDATOR 108	CONTENT TRANSMITTED	LINKS TRANSMITTED
BILLS 14, JETS 10	NONE		BILLS 14, <u>JETS 10</u> <u>ROSTER</u>	www.nflbills.com, www.nfljets.com www.nflroster.com?team=bills, www.nflroster.com?team=jets
GIANTS 21, BEARS 20	NONE		GIANTS 21, BEARS 20 <u>ROSTER</u>	www.nflgiants.com www.nflbears.com www.nflroster.com?team=rams, www.nflroster.com?team=bears
RAMS 20, EAGLES 14	NONE		RAMS 20, <u>EAGLES 14</u> <u>ROSTER</u>	www.nflrams.com www.nflroster.com?team=rams, www.nflroster.com?team=eagles

PARAMETER: USER_ID=0192837465

RULES APPLIER 105

RULES FILE 106

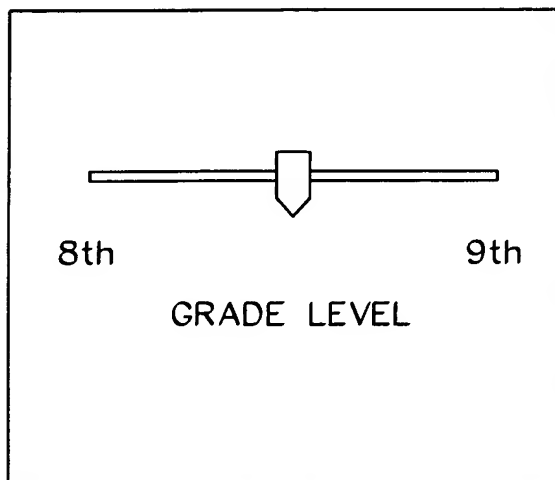
RULE 1: DO NOT ALLOW ACCESS TO NON-REGISTERED WEBSITE USERS

RULE 2: ADD LINKS TO ALL FOOTBALL TEAM NAMES FOR WHICH WE
HAVE REGISTERED LINK AS FOLLOWS:

'Bills' link=www.nflbills.com
'Jets' link=www.nfljets.com
'Colts' link=www.nflcolts.com
'Giants' link=www.nflgiants.com
'Bears' link=www.nflbears.com
'Rams' link=www.nflrams.com
'49ers' link=www.nfl49ers.com

RULE 3: ADD IN TEXT "ROSTER" AND A LINK TO A TEAM'S
ROSTER BELOW A TEAM'S NAME USING
www.nflroster.com?team=variable(team_name)

FIG. 7



PARENTAL (SUPERVISORY) SETTINGS:

CONTENT_SCORING_BY=GRADE LEVEL
MINIMUM_RANGE=8.0
MAXIMUM_RANGE=9.0
DIVISIONS=10

FIG. 8

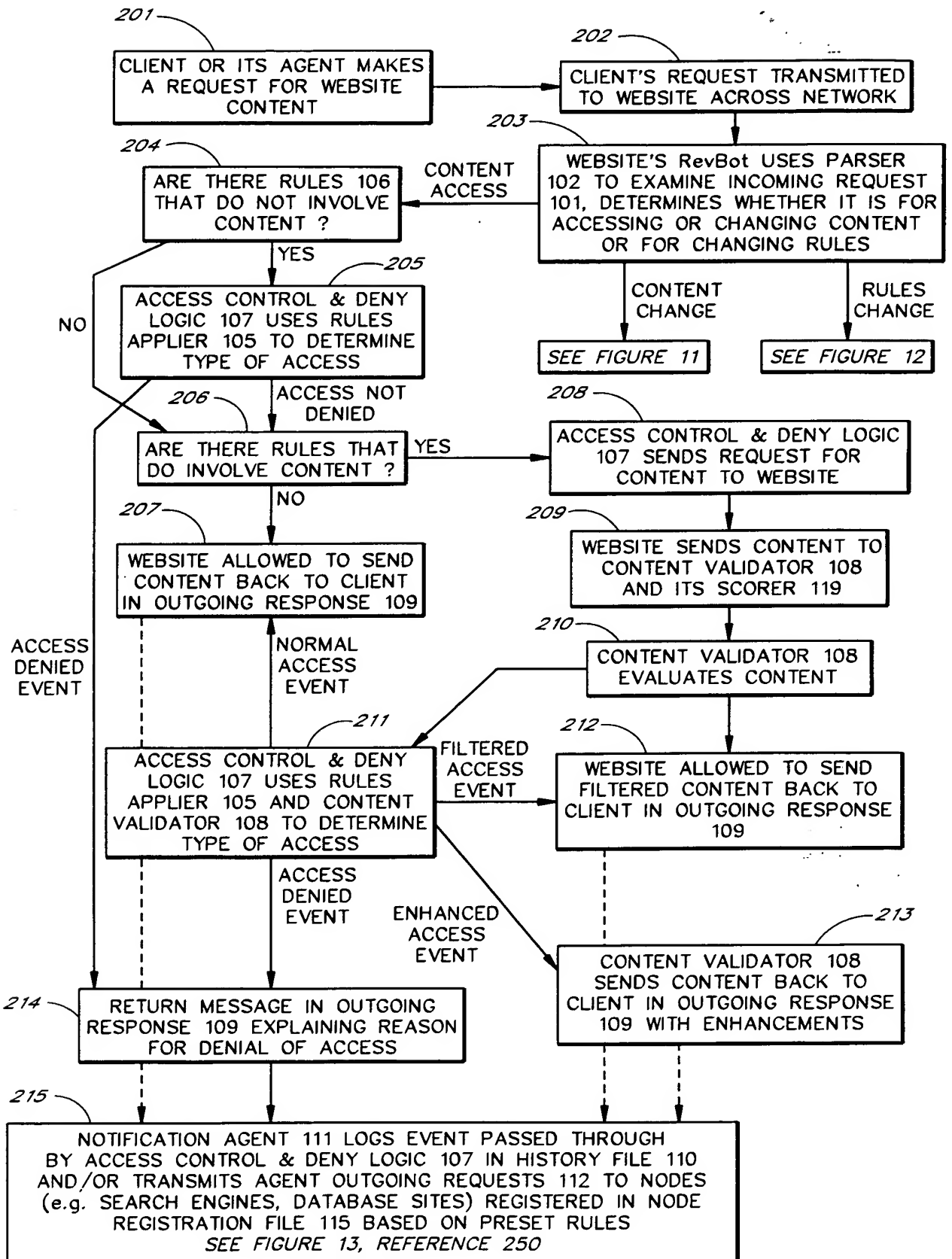


FIG. 9

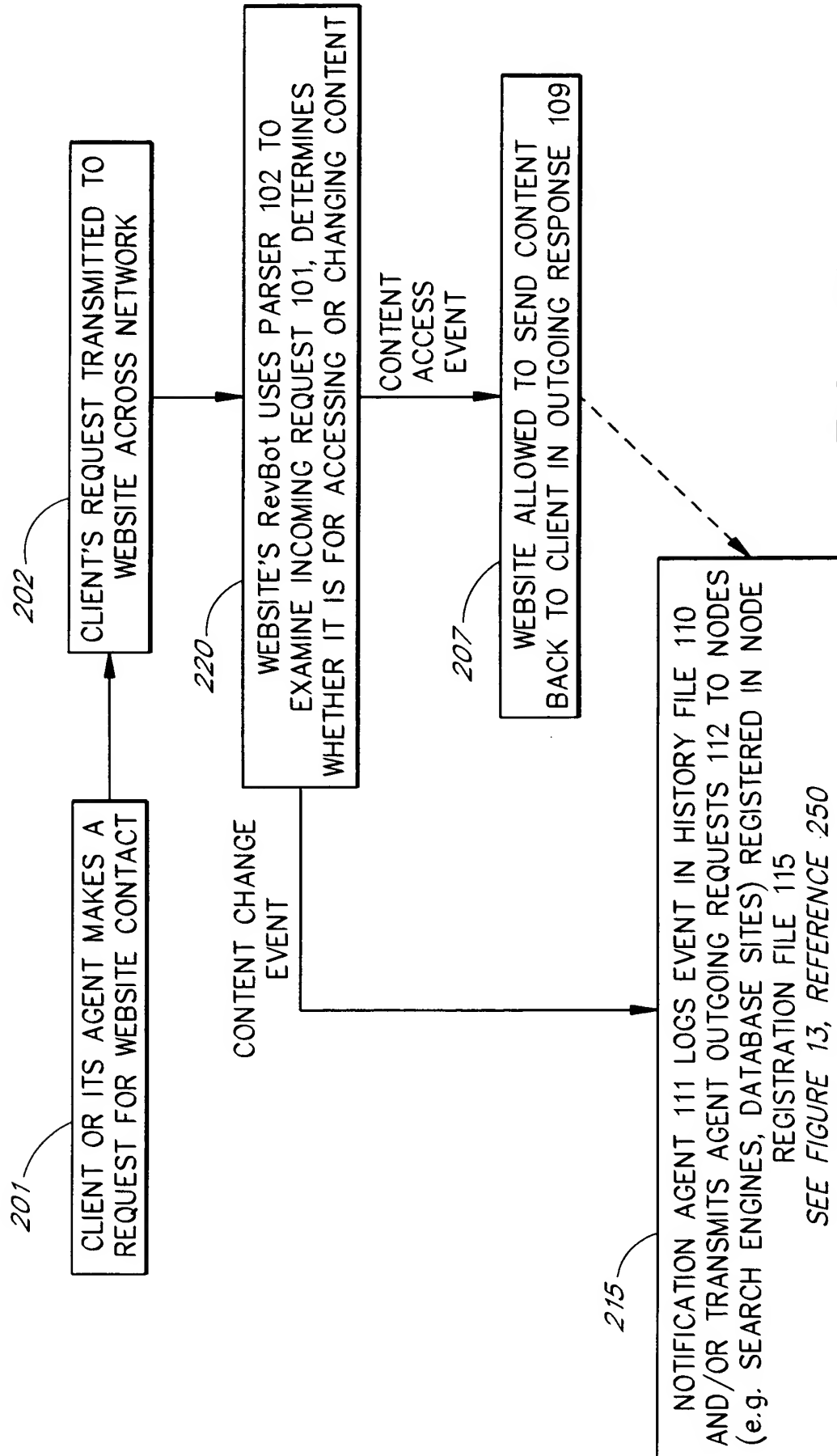


FIG. 10

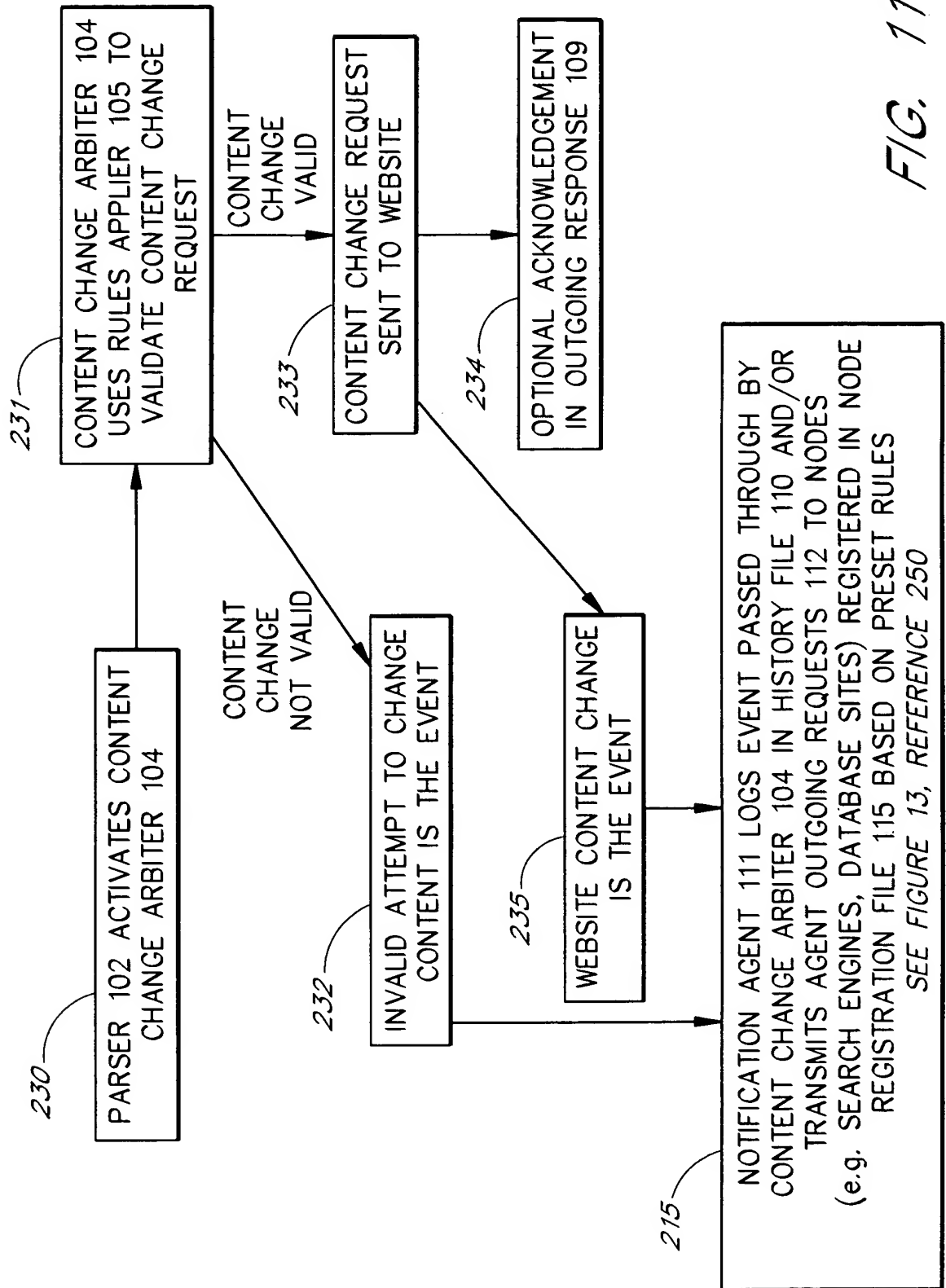


FIG. 11

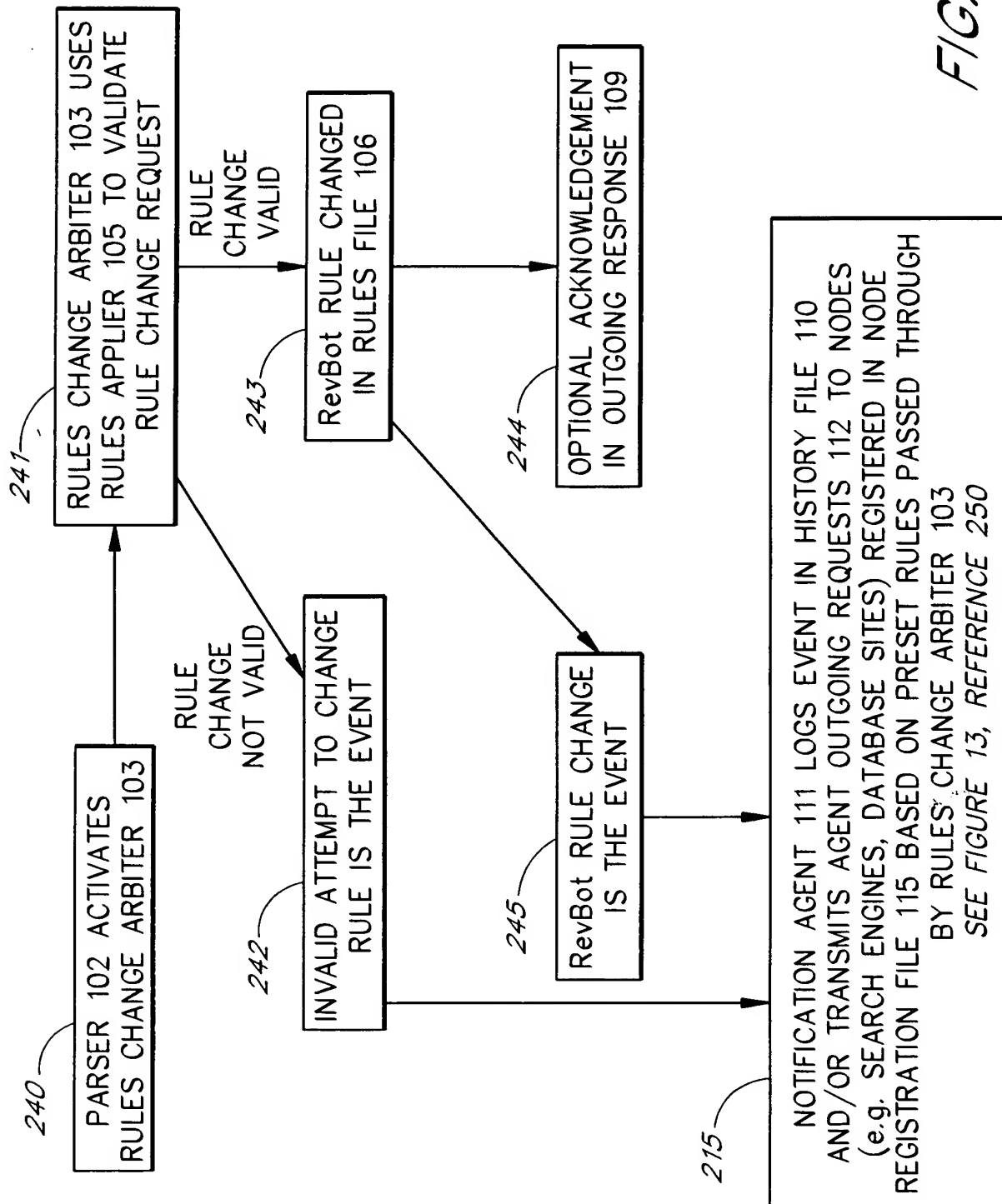


FIG. 12

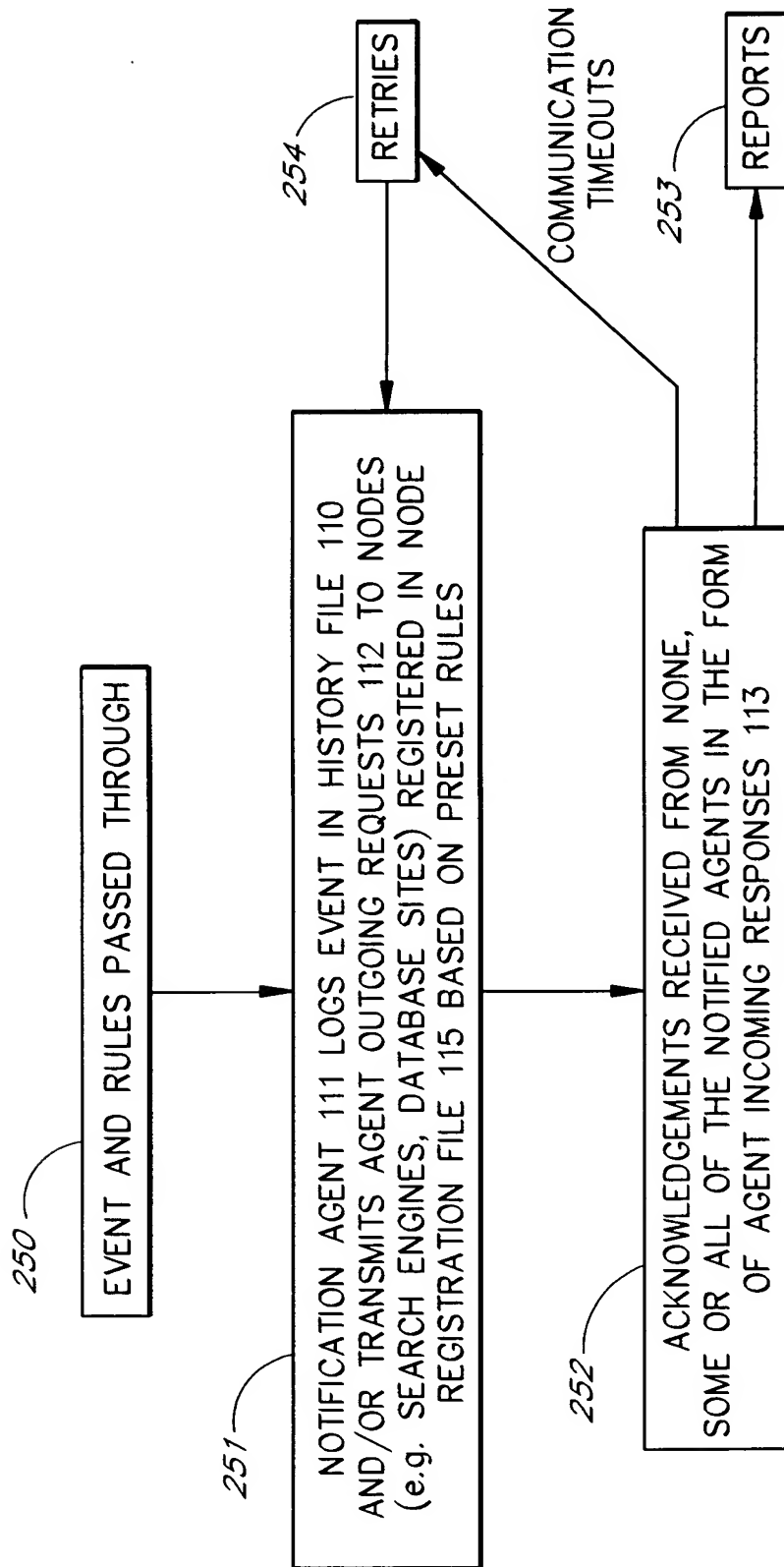


FIG. 13

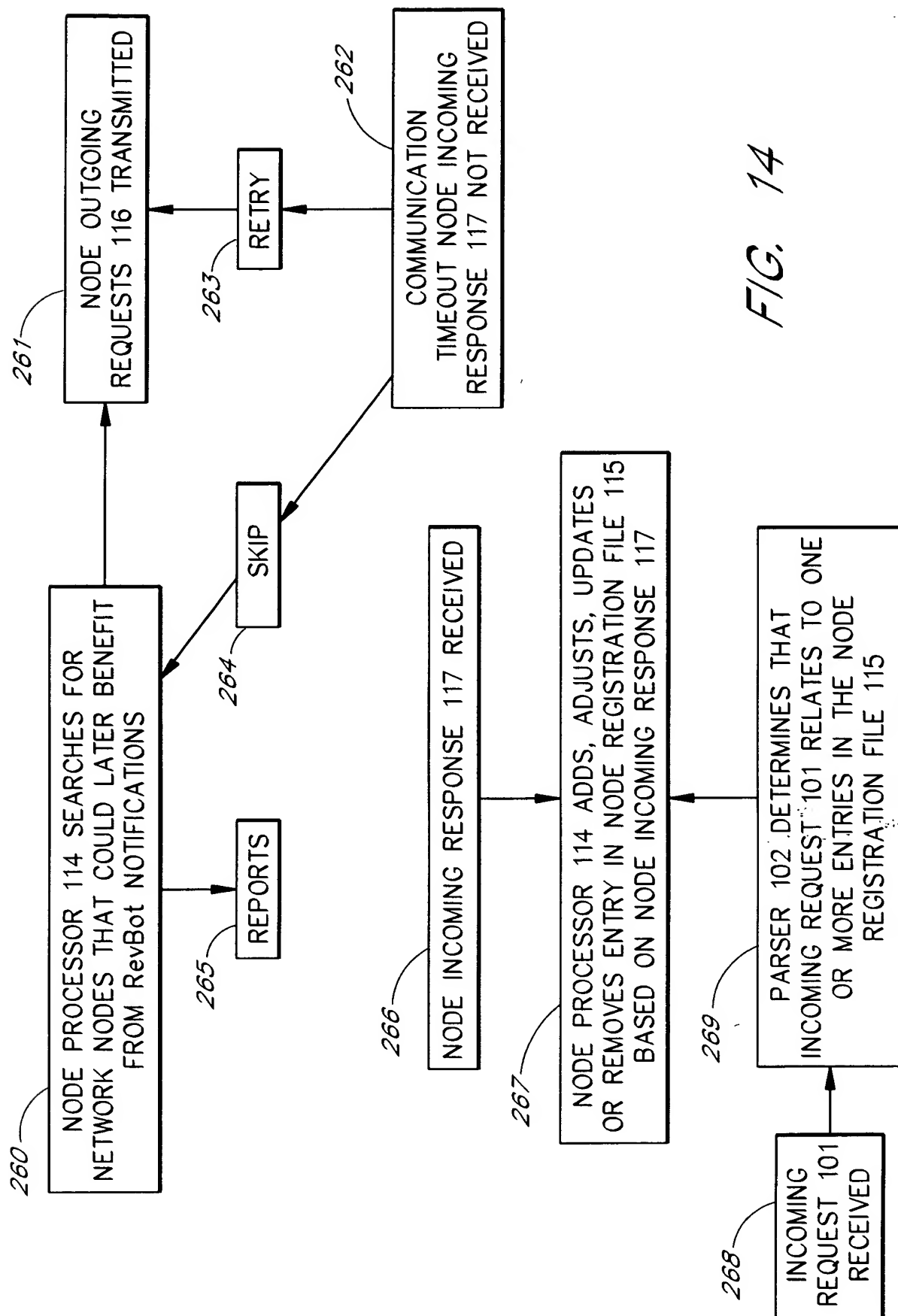
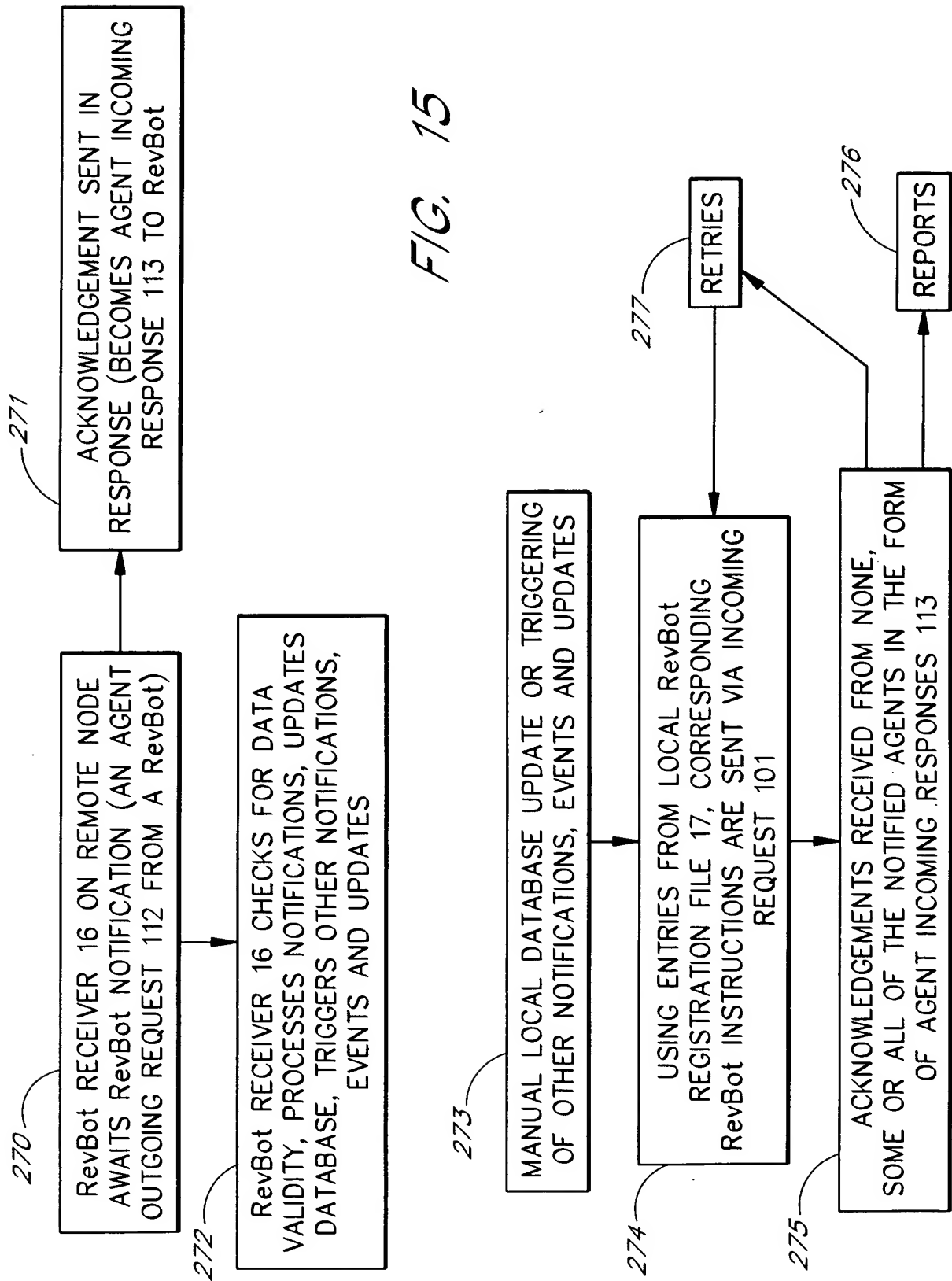


FIG. 14



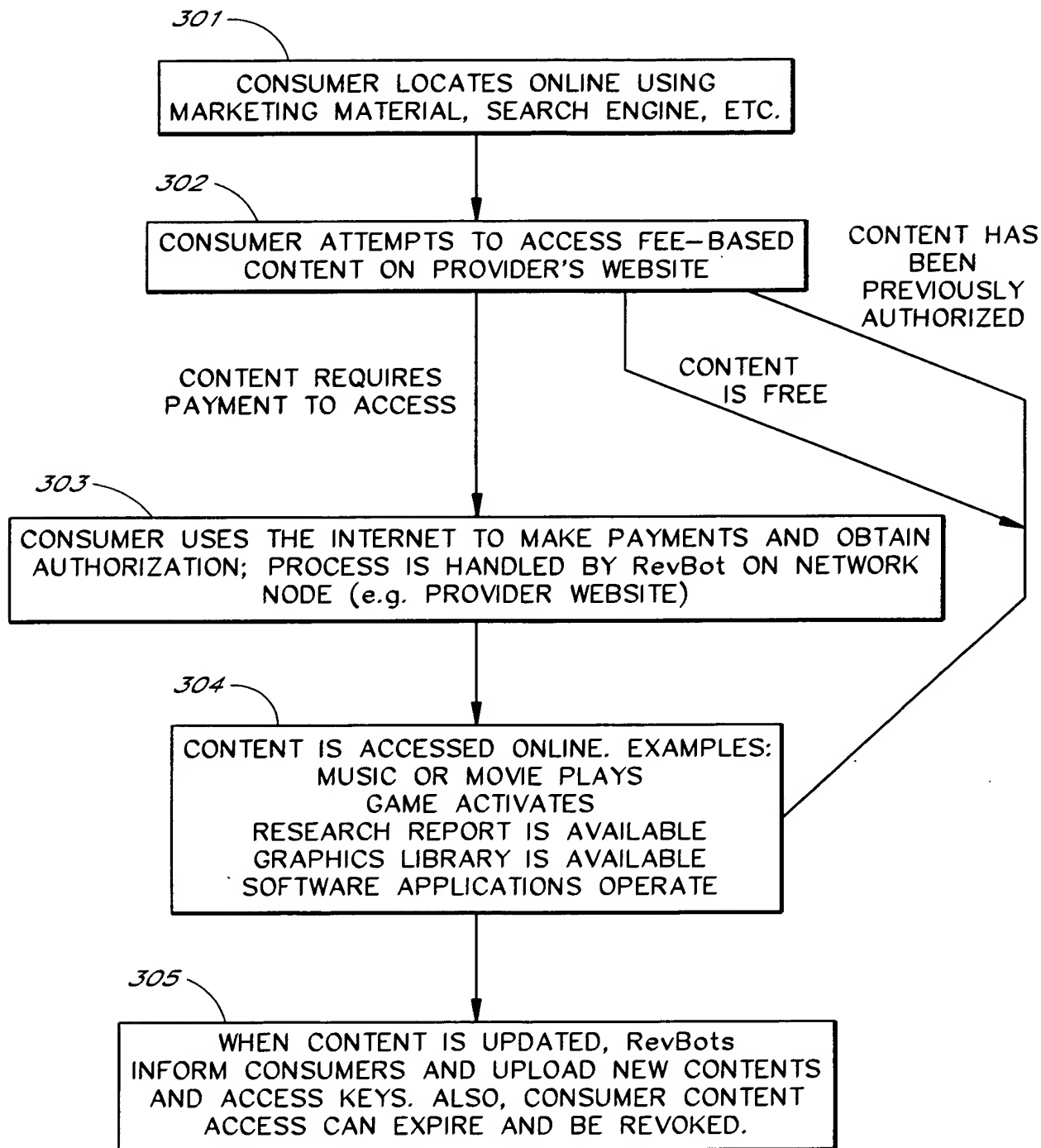


FIG. 16

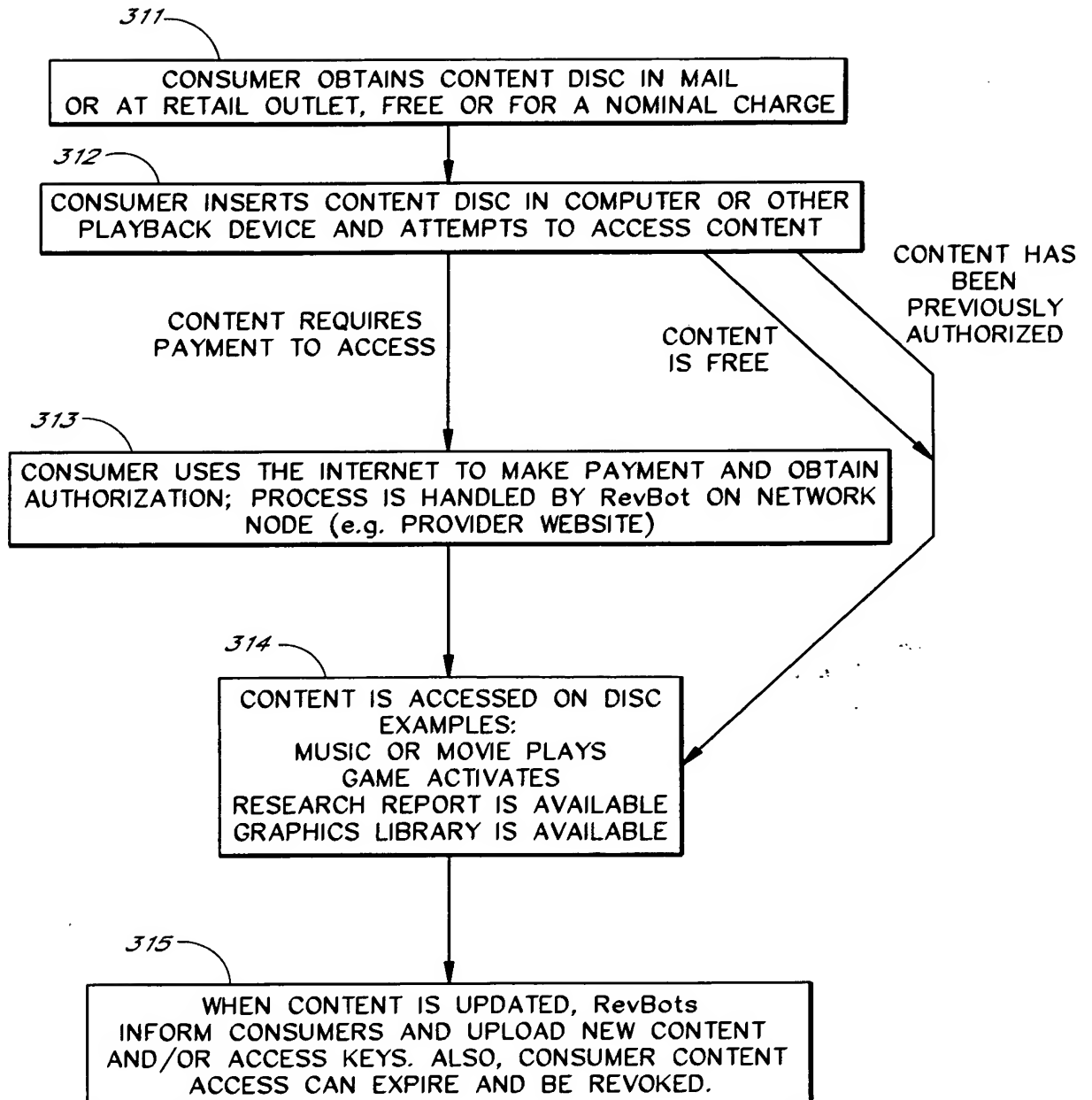


FIG. 17